

The Marketing Five: Statement of Work (SoW)

Project Title	The Marketing Five
Driving Question	What will it take to reach your career goal?
Project Description	<p>The Marketing Five Project provides students with the opportunity to examine their personal strengths, interests, and career options. Students work individually to complete a career interest inventory, research the five pathways within the Marketing Cluster, and identify careers within the pathways that “fit” with individual students’ personalities and strengths. Then, the class breaks into five teams, and each team is responsible for developing a pathway “manual” containing an overview of the pathway and information about selected careers within the pathway. Students develop the manual using technology of their team’s choice (e.g., word processing program, presentation software, website builder software, etc.). Each team also posts a series of questions on the website Quora to gather career advice from professionals in each of the selected careers. This advice is also included in the team’s pathway manual, which is presented to the school guidance counselor to add to his/her career-planning resources.</p>
Timeframe	2-3 weeks
Objectives of the Project <i>(what you will learn to do)</i>	<ul style="list-style-type: none"> • Assess personal interests and skills needed for success in business • Identify sources of career information • Identify tentative occupational interest • Explain employment opportunities in marketing • Explain the need for ongoing education as a worker • Explain possible advancement patterns for jobs

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<p>Key Deliverable</p>	<p><u>Pathway Manual</u></p> <p>Each team develops a pathway manual using technology of its choice (e.g., word processing program, presentation software, website builder software, etc.). The manual contains an overview of the pathway and individual sections highlighting specific careers within the pathway. Although the <u>team</u> is responsible for developing the pathway overview, <u>each team member</u> is also responsible for developing a separate section in the manual that focuses on one career (within the pathway) that the team member is interested in pursuing.</p> <p>Each of these career “spotlights” should identify the education (including high-school courses and college major), licensures/certifications, and professional association memberships recommended for the position; work experience that would aid an individual in attaining that career goal; CTSO competitive events related to that career; and advice that marketing professionals would give to someone interested in the career.</p>
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The Marketing Five: Pathway Manual Rubric

Criteria	Professional	Experienced	Developing	Novice
Content A pathway overview and individual career spotlights 60 points	Information included in pathway overview thoroughly explains the function, role, and responsibilities of the chosen pathway and is fully supported by research.	Information included in pathway overview thoroughly explains the function, role, and responsibilities of the chosen pathway but lacks some supporting documentation.	Information included in pathway overview thoroughly explains the function, role, and responsibilities of the chosen pathway, but supporting documentation is not provided.	Pathway overview does not adequately explain the function, role, and responsibilities of the chosen pathway, and supporting documentation is not provided.
	All career spotlights are appropriate for the chosen pathway.	Most career spotlights are appropriate for the chosen pathway.	Less than half of the career spotlights are appropriate for the chosen pathway.	Few or no career spotlights are appropriate for the chosen pathway.
	All career spotlights correctly identify education, licensures or certifications, and professional association memberships recommended for each position.	Most career spotlights correctly identify education, licensures/certifications, and professional association memberships recommended for each position.	Less than half of the career spotlights correctly identify education, licensures or certifications, and professional association memberships recommended for each position.	Few or no career spotlights correctly identify education, licensures or certifications, and professional association memberships recommended for each position.
	All career spotlights thoroughly describe work experience that would aid an individual in attaining each career.	Most career spotlights thoroughly describe work experience that would aid an individual in attaining each career.	Less than half of the career spotlights thoroughly describe work experience that would aid an individual in attaining each career.	Few or no career spotlights thoroughly describe work experience that would aid an individual in attaining each career.
	All career spotlights correctly identify CTSO competitive events related to each career.	Most career spotlights correctly identify CTSO competitive events related to each career.	Less than half of the career spotlights correctly identify CTSO competitive events related to each career.	Few or no career spotlights correctly identify CTSO competitive events related to each career.

The Marketing Five: Pathway Manual Rubric

Criteria	Professional	Experienced	Developing	Novice
Content (cont'd)	All career spotlights include logical, sound advice that business professionals would give to someone interested in the career.	Most career spotlights include logical, sound advice that business professionals would give to someone interested in the career.	Less than half of the career spotlights include logical, sound advice that business professionals would give to someone interested in the career.	Few or no career spotlights include logical, sound advice that business professionals would give to someone interested in the career.
Communication Ability to express oneself so as to be understood by others 20 points	Ideas are expressed clearly in the audience's own language and are easy to understand. Manual is neat, contained no misspelled words, and is grammatically correct.	Ideas are expressed clearly with only a few words being difficult to understand. Manual is neat but contains minor spelling and/or grammatical errors that are not distracting.	Both ideas and words require effort to understand. Manual is neat but contains spelling and/or grammatical errors that are distracting.	Ideas are vague and elusive, and language is difficult to understand. Manual is messy, with many errors in spelling and grammar.
Organization How the information is put together 20 points	Pathway overview and career spotlights are clearly identified and titled, and material is easily located.	Pathway overview and career spotlights are clearly identified and titled; only a few items are difficult to locate.	The pathway overview and/or some career spotlights are not identified or titled, and several items are difficult to locate.	The pathway overview and career spotlights run together or are not identified or titled; material is difficult to locate.